

## WE TALKS – INCLUSIVE ENERGY CONVERSATIONS FREQUENTLY ASKED QUESTIONS

### 1. What is WE Talks?

WE Talks is a new platform for **engaging a wide range of responsible leadership voices** in conversation on global energy transition. It is a digital offering, comprising interviews and conversation panels which bring together different perspectives across regions and sectors on the social impacts and human level implications of global energy transition. WE Talks is a platform to **promote and facilitate a more open, diverse and better-quality global energy dialogue.**

### 2. Who presents and manages WE Talks?

Development of the WE Talks programme is led by the London team with oversight from Eithne Treanor, media and communications specialist. Ms Treanor is also the Executive Chair and Presenter of WE Talks.

### 3. Why is this the right time to launch WE Talks?

As Covid-19 has impacted the way we inform and involve the global energy community, it has also highlighted the pressing need for a **more inclusive platform that brings together a diversity of voices and perspectives about global energy transition.** Global energy transition must be an inclusive process and involve multiple perspectives to enable countries, consumers, citizens, and companies to enable successful transition pathways. With WE Talks, the Council has created an energy conversation that is more human, accessible and relevant to all. WE Talks is about coming together to find new and better solutions, and to move faster and further together.

Now more than ever, we must grow the Council's share of voice and highlight our importance as a pragmatic global community of know-how, can-do and how-to. By **increasing our visibility and reach** WE Talks gives the Council and our members the opportunity to enhance brand visibility, grow the membership base, and achieve our mission.

### 4. What makes WE Talks different?

WE Talks puts **humanity at the centre of the conversation on energy transition.** It is a collection of narratives and stories that humanise energy transition and the impacts, opportunities and pathways of energy transition. It is not a set of interviews about market developments or industry headlines.

### 5. What is the WE Talks brand?

WE Talks is an inclusive energy conversation. The brand is designed to draw on the strong heritage of the Council as a neutral and credible voice underpinned by a fresh, distinctive and accessible personality.

## 6. What is the format of WE Talks?

WE Talks will be delivered in three different formats.

- **One-on-on recorded interviews** with leaders drawn from public, private and civil society sectors around the world. We hope to release a new interview every two to three weeks. We are first focusing on delivering these to a high standard before we launch the next two formats
- **Moderated conversation panels** with content that is flexible and responsive to changing contexts and brings contrasting perspectives from panellists
- **Podcasts** that repurpose existing digital content

## 7. Who will the guests be?

WE Talks is about different voices, new perspectives and fresh ideas. Guests will be **influential and inspirational voices** drawn from all backgrounds, sectors and geographies, invited to share what sparks their drive and passion and what humanising energy transition means to them. Our first guest is our Secretary General Angela Wilkinson who will be talking about why humanising energy transition matters!

## 8. Can I suggest someone to be a WE Talks guest?

We would love to hear suggestions from Member Committees, FELS and our other communities about potential guests.

Please send any suggestions to [global.agenda@worldenergy.org](mailto:global.agenda@worldenergy.org) and include:

- Speaker bio or link to their profile
- Brief synopsis of their humanising energy transition story or why you think they would have an interesting perspective
- How we can reach the guest (either directly or by introduction)

On a practical note, potential guests should be considered leaders in their field with an engaging style of speaking and fluent in English.

## 9. Will members have access to the recorded WE Talks before they go live?

We would like WE Talks to have as wide an engagement and viewership as possible so the series will be distributed publicly. Member Committees will be notified about upcoming WE Talks episodes prior to their release, and you can plan communication with your members accordingly.

Recordings will be available on demand on a new WE Talks page of our website and the Council's [YouTube](#) channel.

## 10. How will you promote WE Talks?

We have a communications plan involving social media and traditional media outreach that will promote the launch of WE Talks as a series, as well as individual WE Talks episodes.

We will also notify contacts and communities including event participants, website contacts, FEL applicants, SET-100, survey participants, and others where they have indicated interest to receive information from us.

There may be some overlaps with national networks.

### **11. How can MCs support WE Talks?**

We would love your help in promoting WE Talks on your social media accounts and other channels to your members. A dedicated folder will be shared with you on Dropbox where graphics, quotes and other shareables will be made available prior to the release of each WE Talks episode. Please do retweet and repost the Council's social media updates for WE Talks to support engagement. We also encourage you to add your own comment when retweeting and reposting to tailor to your networks.

We will include reminders about upcoming WE Talks in the regular MC Updates.

### **12. What are the WE Talks hashtags?**

The main hashtag is #WETalks, and we will also be using #humanisingenergy #energytransition #energy. Please remember to use these hashtags when talking about WE Talks on your social media channels!

### **13. Where can I find details of upcoming WE Talks?**

When we have confirmation of new guests and a release date of the recording, we will be including this information on our website, and promoting it via the Council's regular social media channels.

### **14. Where can I find previous episodes?**

All episodes will be available on the new WE Talks webpage and the Councils' [YouTube](#) channel.

### **15. Can we produce our own WE Talks?**

Although you can't produce your own WE Talks, we would love to hear from you if you are interested in proposing a possible guest, story or theme.

With the experience gained from the global WE Talks and once we have established a strong global brand, over time, we will scope regional or other thematic WE Talks series.